

# Tobacco Surveillance Data

| Indicator   | 2011 | 2013  | 2015  | 2017  | 2019     |
|---|------|-------|-------|-------|----------|
| <b>Tobacco Use (Used at least once in past 30 days)</b>               |      |       |       |       |          |
| <b>Cigarette Smoking</b>  |      |       |       |       |          |
| Adult (BRFSS*) <sup>1</sup>   | 21.9 | 21.2  | 18.7  | 18.3  | 17.0     |
| High School (YRBS) <sup>1</sup>                                       | 19.4 | 19.0  | 11.7  | 12.6  | 8.3      |
| American Indian <sup>2</sup>  | 52.0 | 44.0  | 42.1  | 51.3  | 35.1     |
| Pregnant (smoked cigarettes during 1st trimester) <sup>3</sup>        | 16.0 | 15.1  | 13.8  | 11.5  | 10.3     |
| Low Income <sup>4</sup>   | 29.5 | 32.0  | 31.8  | 33.4  | 30.6     |
| Low Education <sup>5</sup>  | 33.0 | 33.2  | 31.5  | 31.0  | 27.7     |
| <b>Smokeless Tobacco<sup>6</sup></b>                                  |      |       |       |       |          |
| Adult (BRFSS*)  | 8.2  | 7.6   | 7.5   | 6.2   | 6.6      |
| High School (YRBS)  |      |       |       | 8.0   | 4.5      |
| <b>Cigars<sup>7</sup></b>   |      |       |       |       |          |
| Adult (ATS)   |      |       | 4.4   | 5.3   | 4.3      |
| High School (YRBS)  | 13.5 | 11.7  | 9.2   | 8.2   | 5.2      |
| <b>E-Cigarettes<sup>8</sup></b>                                       |      |       |       |       |          |
| Adult (ATS)   |      |       | 16.0  | 19.6  | 22.1     |
| Adult (BRFSS*)  |      |       |       | 20.7  |          |
| High School (YTS)   | 1.6  | 6.0   | 19.1  | 19.1  | 29.4     |
| High School (YRBS)  |      |       | 22.3  | 20.6  | 33.1     |
| <b>Any Tobacco Product<sup>9</sup></b>                                |      |       |       |       |          |
| Adult (BRFSS*)  |      |       |       | 23.4  |          |
| High School (YRBS)  |      |       |       | 28.8  | 35.5     |
| <b>Tobacco Use Initiation</b>   |      |       |       |       |          |
| Adult - Ever tried electronic cigarettes <sup>10</sup>                |      |       | 21.2  | 21.2  | 23.4     |
| High School - Ever tried electronic cigarettes <sup>10</sup>          |      |       | 42.1  | 41.0  | 52.8     |
| High School cigarette use before age 13 <sup>11</sup>                 | 29.2 | 21.8  | 33.3  | 34.5  |          |
| High School smokeless tobacco use before age 13 <sup>12</sup>         | 24.2 | 17.0  | 27.2  | 26.1  |          |
| <b>Tobacco Consumption</b>  |      |       |       |       |          |
| Cigarettes Sold - in millions (ND Tax Commission)                     | 965  | 1,054 | 1,096 | 966   | 890      |
| Annual Cigarette Tax Revenue - in millions                            | 21.3 | 23.2  | 24.1  | 21.2  | 19.7     |
| Annual Other Tobacco Tax Revenue - in millions                        | 5.1  | 6.6   | 7.5   | 7.0   | 7.1      |
| <b>Cessation</b>  |      |       |       |       |          |
| <b>Cigarette Smoking Quit Attempts</b>                                |      |       |       |       |          |
| Adult (BRFSS*)  | 53.1 | 51.0  | 55.8  | 54.6  | 55.1     |
| High School (YRBS)  | 52.8 | 55.5  | 47.4  | 50.3  | 54.0     |
| <b>NDQuits</b> - Total Enrolled <sup>13</sup>                         |      | 3,380 | 3,319 | 3,266 | 3,029    |
| <b>NDQuits</b> - Quit Rate (phone program) <sup>14</sup>              |      | 35.6  | 28.5  | 40.5† | 37.6†    |
| <b>NDQuits</b> - Quit Rate (web program) <sup>14</sup>                |      | 25.7  | 25.6  | 41.4† | 34.2†    |
| <b>Tobacco-related Policy</b>   |      |       |       |       |          |
| Support increasing cigarette tax to \$2.00 <sup>15</sup>              |      |       | 54.8  | 57.8  | 56.7     |
| <b>Health and Economic Consequences</b>                               |      |       |       |       |          |
| Deaths Attributed to Tobacco Use <sup>16</sup>                        |      |       |       |       | 1,000    |
| Deaths Attributed to Secondhand Smoke <sup>17</sup>                   |      |       |       |       | 80 - 140 |
| Smoking Attributable Medical Expenditures - in millions <sup>18</sup> |      |       |       |       | \$326    |
| Smoking Attributable Productivity Loss - in millions <sup>19</sup>    |      |       |       |       | \$232.6  |

\*Note: In 2011, the Behavior Risk Factor Surveillance System (BRFSS) began including cell phone-only users in sampling and the method of weighting the results was changed. This makes BRFSS results from 2010 and prior no longer comparable to 2011 and beyond.

<sup>1</sup> Adult current cigarette smoking defined as, of those who have smoked 100+ cigarettes in their life, those who used every day or some days of the past 30 days. Youth current cigarette smoking defined as the proportion of 9-12 grade students who have smoked cigarettes on at least one of the past 30 days.

<sup>2</sup> American Indian current smoking prevalence obtained from the North Dakota Behavior Risk factor Surveillance System (BRFSS) Calculated Variables Report. Data currently unavailable for smokeless tobacco use.

<sup>3</sup> Pregnant women smoking rate obtained from North Dakota Vital Statistics (birth certificate data). It is the percent of women who reported smoking during the 1st trimester. Data currently unavailable for smokeless tobacco use.

<sup>4</sup> Current smoking rate among low income adults (defined as earning less than \$15,000 per year). From the North Dakota BRFSS.

<sup>5</sup> Current smoking rate among adults having low education (defined as having less than a high school diploma or GED). From the North Dakota BRFSS.

<sup>6</sup> Adult chewing tobacco use defined as using chewing tobacco, snuff, or snus every day or some days of the 30 days before the survey. High School (grades 9-12) current smokeless tobacco use defined as using chewing tobacco, snuff, dip, snus, or dissolvable tobacco products on one or more of the 30 days before the survey.

<sup>7</sup> Adult and High School current cigar use defined as smoking cigars, cigarillos, or little cigars on one or more of the 30 days before the survey. Adult current cigar use from the North Dakota Adult Tobacco Survey (ATS) and High School (grades 9-12) current cigar use from the North Dakota Youth Risk Behavior Survey (YRBS).

<sup>8</sup> Adult current use of electronic cigarettes (among those who have ever tried, also used every day or some days of past 30 days) from the North Dakota BRFSS. Youth (youth in grades 9-12 who used at least one day of past 30 days) from North Dakota Youth Tobacco Survey (YTS) and North Dakota Youth Risk Behavior Survey (YRBS).

<sup>9</sup> For adults, any current tobacco use (used at least one day of the past 30 days) includes cigarettes, smokeless tobacco, or electronic cigarettes while for youth (grades 9-12), any current tobacco use includes cigarettes, cigars, smokeless tobacco, or electronic cigarettes.

<sup>10</sup> Ever tried electronic cigarettes for total adult population from the North Dakota ATS and for the total High School (grades 9-12) population from the North Dakota YRBS.

<sup>11</sup> Of current cigarette smokers in grades 9-12, the proportion who report first cigarette use before age 13 (YRBS).

<sup>12</sup> Of current smokeless tobacco users in grades 9-12, proportion who reporting smokeless tobacco use before age 13

<sup>13</sup> Total number of people enrolled in NDQuits is for state fiscal year (July-June) and is obtained from NDQuits State Summary Reports.

<sup>14</sup> NDQuits quit rate via phone or web is obtained from annual NDQuits Evaluation Reports and calculated using North American Quitline Consortium (NAQC) guidelines. They are for state fiscal year (July-June) and participants are considered to have quit if, 7 months after program registration, they report not using cigarettes or other forms of tobacco in the past 30 days (i.e. Thirty-day Point Prevalence Abstinence).

<sup>15</sup> The source for this tobacco tax-related policy question is the North Dakota Adult Tobacco Survey (ATS).

<sup>16</sup> North Dakota estimate of smoking-attributable deaths: CDC, Best Practices for Comprehensive Tobacco Control Programs—2014. This estimate is the annual average from 2005-2009, is among adults aged 35 years and older, and does not include burn or secondhand smoke deaths.

<sup>17</sup> Estimated range of deaths due to secondhand smoke exposure reported by the Campaign for Tobacco Free Kids

<sup>18</sup> Smoking attributable medical expenditures reported by the Campaign for Tobacco-Free Kids and are among adults aged 18 years and over.

<sup>19</sup> Smoking attributable productivity costs reported by the Campaign for Tobacco-Free Kids (CTFK). They are the annual average productivity costs from 2000-2004 reported by the CDC's SAMMEC (Smoking-Attributable Morbidity, Mortality, and Economic Costs) website updated to 2009 dollars.

†Respondents to the NDQuits 7-Month Follow-Up Survey were more likely to exhibit characteristics that are associated with higher levels of quitting (i.e. be older at intake, have a higher education level, be insured, and to use their first cigarette later after waking). This means the quit rate could be biased upward since a greater proportion of these groups

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